

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	421	rat\$3 with content with advertis\$4	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/21 09:40
L2	359	rat\$3 with content with advertisement	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/21 09:41
L3	16	rat\$3 with content with advertisement same (aggregate combin\$3)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/21 09:49
L4	50	rat\$3 near3 advertisement same (aggregate combin\$3)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/21 09:51
L5	713	(determin\$3 select\$3) adj3 advertisement with content	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/21 09:52
L6	31	(determin\$3 select\$3) adj3 advertisement with rating	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/21 09:57
L7	9	content adj rating with advertisement	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/21 09:57
S1	1	"20050223002"	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 10:26
S2	355	rating with ("web page" webpage)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 10:28

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S3	928	rating with ("web page" webpage document)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 10:43
S4	82	rating with ("web page" webpage document) same (aggregat\$3 combin\$3)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 10:43
S5	30	rating with ("web page" webpage document) same (aggregat\$3 combin\$3) with rating	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 10:44
S6	5	rating with ("web page" webpage document) and (suitability adj standard)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 11:33
S7	14	rating with ("web page" webpage document) and (audience near appropriate)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 11:43
S8	17	rating with advertisement and (audience near appropriate)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 11:52
S9	17	rating with advertisement and (audience near (appropriate suitab\$5))	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 15:38
S10	20	rating with advertisement and (audience near2 (appropriate suitab\$5))	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 11:56
S11	76	rating with (advertisement content results) and (audience near2 (appropriate suitab\$5))	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 13:09
S12	59	rating near3 (advertisement content results) and (audience near2 (appropriate suitab\$5))	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 13:10

## EAST Search History

S13	476	rating near3 (advertisement content results) and ((audience user) near2 (appropriate suitab\$5))	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 13:10
S14	424	rating near3 (advertisement content results) and ((audience user) near2 (appropriate suitab\$5)) and internet	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 13:10
S15	51	rating near3 (advertisement content results) and ((audience user) near2 (appropriate suitab\$5)) same internet	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 13:31
S16	51	rating near3 (advertisement content results) and ((audience user) near2 (appropriate suitab\$5 sensitivity)) same internet	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 13:32
S17	5	(evaluat\$3 rating) with (advertisement document) same (audience near (appropriate suitab\$5))	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 15:40
S18	5560	(evaluat\$3 rating) with (advertisement document)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 15:40
S19	2887	(evaluat\$3 rating) with (advertisement document) and internet	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 15:40
S20	563	(evaluat\$3 rating) with (advertisement document) with content	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 15:41
S21	15	(evaluat\$3 rating) with (advertisement document) with (relevant appropriate) near2 content	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 15:43
S22	10	(evaluat\$3 rating) with (advertisement document) with (appropriate) near2 content	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 15:45

## EAST Search History

S23	42	manually with evaluat\$3 with document	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 16:01
S24	2	("0612525").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2006/09/18 15:50
S25	1	("6912525").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2006/09/18 15:50
S26	195	manual\$2 with evaluat\$3 with (document advertisement webpage page site)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 16:02
S27	21	manual\$2 near2 evaluat\$3 near2 (document advertisement webpage page site)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 16:30
S28	0	manual\$2 near2 evaluat\$3 with (document advertisement webpage page site) with (appropriate\$4)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 16:04
S29	656	evaluat\$3 with (document advertisement webpage page site) with (appropriate\$4)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 16:05
S30	14	evaluat\$3 with (advertisement webpage) with (appropriate\$4)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 16:06
S31	51	manual\$2 near2 (evaluat\$3 rat\$3) near2 (document advertisement webpage page site)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 17:08
S32	133	(evaluat\$3 rat\$3) near2 (advertisement) with content	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 17:10

## EAST Search History

S33	0	(evaluat\$3 rat\$3) near2 (advertisement) with content with suitability same (appropriate suitab\$5)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 17:11
S34	5	(evaluat\$3 rat\$3) near2 (advertisement) with content same (appropriate suitab\$5)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 17:18

# EAST Search History

S35	70	(("6230170") or ("20020002509") or ("20020026359") or ("20020046099") or ("20020165773") or ("20020194602") or ("2002198780") or ("20030037334") or ("20030070167") or ("20030083937") or ("20020163372") or ("20030216963") or ("20040054589") or ("20040093620") or ("20020184097") or ("20040143843") or ("20040143499") or ("20040054577") or ("5636346") or ("5724521") or ("5845265") or ("5918010") or ("5920854") or ("5931901") or ("5974398") or ("6026368") or ("6044375") or ("6061659") or ("6067570") or ("6078866") or ("6223163") or ("6247009") or ("6253189") or ("6269361") or ("6285987") or ("6298348") or ("6324519") or ("6336132") or ("6421675") or ("20010042064") or ("20010047297") or ("20010051911") or ("20020002525") or ("20020035536") or ("20020038282") or ("20020046104") or ("20020077891") or ("20020099605") or ("20020111898") or ("20020123988") or ("20030149618") or ("20040015397") or ("20040019523") or ("20040044571") or ("20040059708") or ("20040059712") or ("20040093327") or ("20040119740") or ("20040167928") or ("20040249709") or ("20050065806") or ("20050071224") or ("20050096979") or ("20050131785") or ("20050131762") or ("20050144069") or ("20050216335") or ("20050222900") or ("20050222903") or ("20050223002") or ("20050222989") or ("wo38074") or ("wo2004047575") or	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2006/09/18 18:01
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## EAST Search History

S36	51	suitability adj standard	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 18:03
S37	3	suitability adj standard and internet	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 18:01
S38	26003	((suitability adj standard) or relatedness or correlation) and internet	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 18:04
S39	2898	((suitability adj standard) or relatedness or appropriateness) and internet	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 18:04
S40	1625	((suitability adj standard) or appropriateness) and internet	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 18:04
S41	236	((suitability adj standard) or appropriateness) with content and internet	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 18:06
S42	70	((suitability adj standard) or appropriateness) with rating with content and internet	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/18 18:06
S43	0	("wo38074").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2006/09/19 09:21
S44	2	("0038074").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2006/09/19 09:21
S45	1	("20040042525").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2006/09/19 09:22

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S46	0	("wo20040042525").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2006/09/19 09:22
S47	0	("wo20040042525").PN.	US-PGPUB; USPAT; USOCR; EPO; DERWENT	OR	OFF	2006/09/19 09:22
S48	8	"1026610"	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 09:23
S49	12	"042525"	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 09:23
S50	5	"0038074"	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 10:23
S51	0	recommendation same credibility same document	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 10:54
S52	10	recommendation same (credibil\$3 trust) same document	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 11:06
S53	173	recommendation same (credibil\$3 trust)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 13:45
S54	33	recommendation same credibility	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 10:55
S55	0	recommendation same credibil\$3 same document	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 11:07



## EAST Search History

S56	23	trust adj score	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 11:19
S57	1	WO2006058313A2	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 11:12
S58	1	WO2004042525A2	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 11:13
S59	5502	kay.in.	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 11:15
S60	1	("5867799").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2006/09/19 11:19
S61	0	recommendation same (credibil\$3 trust) near score	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 13:45
S62	2	recommendation and (credibil\$3 trust) near score	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 13:46
S63	14	(recommendation rating) and (credibil\$3 trust) near score	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 13:51
S64	135	(recommendation rating) and (credibil\$3 trust) with document	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 13:52
S65	14	(recommendation rating) same (credibil\$3 trust) with document	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 14:15

## EAST Search History

S66	5	(recommendation rating) with document same credibil\$3	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 14:03
S67	124	(recommendation rating) same credibil\$3	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 14:04
S68	95	(recommendation rating) with credibil\$3	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 14:15
S69	4	(recommendation rating) same (credibil\$3 realiability) with document	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 14:16
S70	7	(recommendation rating) same (credibil\$3 reliability) with document	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 15:09
S71	1207	collaborative adj filtering	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 15:09
S72	990	collaborative adj filtering and (rating recommend\$5)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 15:10
S73	738	collaborative adj filtering same (rating recommend\$5)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 15:16
S74	7	collaborative adj filtering same (rating recommend\$5) same advertisement	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 15:11
S75	372	collaborative adj filtering same (rating recommend\$5) same (appropriate suitable)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 15:16

## EAST Search History

S76	11	collaborative adj filtering same (rating recommend\$5) same content with (appropriate suitable)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 15:18
S77	1	("5918014").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2006/09/19 15:44
S78	234	internet with content with filter	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 15:44
S79	9	internet with content with filter same appropriate	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 16:39
S80	12	mark\$3 with (content document) with inappropriate	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 16:39
S81	83	(rat\$3 mark\$3) with (content document) with inappropriate	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 16:41
S82	48	(rat\$3 mark\$3) with (content document) near2 inappropriate	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 17:41
S83	0	platform for internet content selection	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	ADJ	ON	2006/09/19 17:41
S84	0	"platform for internet content selection"	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 17:42
S85	29033	"PICS"	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 17:42

## EAST Search History

S86	26	PICS adj standard	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 17:56
S87	0	"Platform for Internet Content Selection"	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 17:56
S88	78	"Platform Internet Content Selection"	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 18:38
S89	36	display with relevant adj advertisements	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/19 18:51
S90	1	("20050131918").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2006/09/19 18:51
S91	0	("2005/0131918").URPN.	USPAT	OR	ON	2006/09/19 18:51
S92	2021	(suitable appropriate) with content with determin\$5	USPAT	OR	ON	2006/09/19 19:02
S93	2	(suitable appropriate) with content with determin\$5 with rating	USPAT	OR	ON	2006/09/19 19:04
S94	102	(suitable appropriate) with content with determin\$5 with rat\$3	USPAT	OR	ON	2006/09/19 19:09
S95	153	(suitable appropriate) with content with determin\$5 with user	USPAT	OR	ON	2006/09/19 19:05
S96	31	(suitable appropriate) near2 user with content with determin\$5	USPAT	OR	ON	2006/09/19 19:05
S97	1	(suitable appropriate) with content with determin\$5 with rat\$3 with combin\$3	USPAT	OR	ON	2006/09/19 19:10
S98	57	(suitable appropriate) with content with determin\$5 with rate	USPAT	OR	ON	2006/09/19 19:10
S99	23	trust adj score	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 14:58

## EAST Search History

S10 0	338	((trust adj score) or (weight with opinion))	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 14:59
S10 1	13	((trust adj score) or (weight with opinion)) same location	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 15:00
S10 2	15	((trust adj score) or (weight with opinion) or (credibility adj rating)) same location	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 15:01
S10 3	4	((trust adj score) or (credibility adj rating)) same location	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 15:01
S10 4	403	evaluator with location	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 15:01
S10 5	7	evaluator with locat\$3 with (score rating)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 15:18
S10 6	118	evaluator with locat\$3 with based	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 15:03
S10 7	3	location adj2 evaluator with (score rating)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 15:05
S10 8	50	location adj2 evaluator	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 15:11
S10 9	660	relevance with location	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 15:11

## EAST Search History

S11 0	1	relevance with location with evaluator	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 15:12
S11 1	3	(relevance trust) with location with (evaluator rater)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 15:13
S11 2	4	(relevance trust weight credibility) with location with (evaluator rater)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 15:13
S11 3	6	(relevance trust weight credibility) with locat\$3 with (evaluator rater)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 15:14
S11 4	6	(relevance trust weight credibil\$3) with locat\$3 with (evaluator rater)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 15:14
S11 5	15	evaluator with (score rating) same locat\$3	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 15:38
S11 6	14	feedback with user with credibil\$3	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 17:47
S11 7	2	select with random with (evaluator rater)	US-PGPUB; USPAT; USOCR; EPO; IBM_TDB	OR	ON	2006/09/20 17:48